



Howard County Government News Release

Office of Public Information
3450 Courthouse Drive
Ellicott City, Maryland, 21043

410-313-2022 / FAX 410-313-3299 / www.howardcountymd.gov

Kevin Enright, Director
kenright@howardcountymd.gov

July 13, 2010

Media Contact:

Kevin Enright, Director, Office of Public Information, 410-313-2022

Recreation & Parks Changes the Way Popular Activity Guides are Delivered to Households *New cost saving initiative will also speed delivery*

ELLCOTT CITY, MD – This year's Department of Recreation & Parks' Fall Activity Guide will be hand delivered next month to the 67,000 households that previously received their copies through the mail. The Fall 2010 Guides formerly sent to those addresses through the mail will now be placed in the *Columbia Flier*, the *Laurel Leader*, the Sunday *Baltimore Sun* and *SunSpot* newspapers.

"Households who are accustomed to receiving their Guides in the mail should check the inserts in their newspaper," said Recreation & Parks' Acting Director John Byrd. "Through the new partnership we hope to eliminate complaints that households receiving their Guides by mail often received them late and after registration had already begun. The best news, however, is that this initiative will save the County approximately \$100,000 in the first year alone."

Guides are expected to arrive in the *Columbia Flier*, *Laurel Leader* and *SunSpot* on Thursday, August 5, and in the Sunday *Baltimore Sun* on August 8. Approximately 11,000 households located out of the distribution range will continue to get their Guides in the mail. Columbia residents will not be affected by the change and will continue to receive their Guides in the *Columbia Flier*.

The change will also reduce the cost associated with mailing. Free copies of all Guides will continue to be available in Howard County libraries, community centers, Recreation and Parks headquarters and online at www.howardcountymd.gov/rap.

###